

NEVADA LIBRARY Q&A/CHECK-IN

10 am, Tuesday, July 7, 2020

with Tammy Westergard,

Nevada State Library, Archives & Public Records Administrator

Tuesday @ 10 - Intentions



to promote unity,
fraternity, and help
build resilience



to debrief and share



to assist in the response
phase and start the
recovery phase.



to learn and be better
prepared

Agenda

01

10 Minute
Wellness: Dealing
with an Anxious
Public

02

Q&A with guest
speaker, Peggy
Wynne Borgman

03

NV DOE Updates

04

Legislative
Session Updates

05

Check-in

July speaker: Peggy Wynne Borgman

As a management consultant and hospitality expert, Peggy Wynne Borgman trained management professionals for some of the world's top hospitality brands, including Four Seasons and Ritz Carlton hotels. The founder and CEO of her own Preston Wynne luxury day spas in the Bay Area, with over 50 employees, she refined an approach to customer care that won her company numerous accolades over three decades of operations.

After exiting the spa industry in 2014, she moved to Nevada, where she launched a long-dreamed-of business as a writer, editor, creative strategist and book coach. She is author of two books, *Four Seasons of Inner and Outer Beauty*, a holistic self-care guide published by Random House, and the 2019 popular fiction title, *Windfall*. She coaches authors of prescriptive non-fiction, teaching memoirs and popular fiction books. She also serves as a visual facilitator during Strategic Storytelling sessions for marketing firms.



Peggy Wynne Borgman
www.coldspringscreative.com

OUR SOCIAL STYLES AND HOW THEY IMPACT COMMUNICATION

Presented by Peggy Wynne Borgman

Coldsprings Creative

Adding new tools to your communication skillset can save your sanity.



- All successful patron interactions begin with rapport.
- 93% of our ability to influence another person is not *what* we say, but how we say it.

How on earth did I get into the hospitality business?? I'm a librarian!



We may not have signed up for it, but all service businesses are hospitality businesses, too. Learning some of the secrets of the hospitality world can make our jobs easier and more enjoyable.

Patrons infer meaning and intent to what they observe and experience in your library

THIS IS INFLUENCED BY:

- Their personal social style
- Past experiences with similar businesses (good and bad)
- Whether they think they are savvy or a “newbie”
- Their pre-existing perceptions of your library



“Seek first to
understand, then
to be understood.”

-Steven Covey, *Seven Habits of Highly
Effective People*

Yes! It's harder in a mask!



Rapport: it opens the door to great INTERACTIONS

- We respond instantly to non-verbal communication
- 93% of our influence/rapport comes from non-verbal communication, include voice tonality/tempo, facial expressions and body language
- We effortlessly feel a connection with people who share our social style (they are “simpatico”)
- We assess others’ behavior through our own social style “filter”
- You can learn to read social styles and communicate in “their language”



Seek first to
understand...
their social style!

Two key variables in
social styles:

- People are motivated by getting *results* or creating *relationships*
- People tend to be *risk-averse* or *willing to take risks*

THE FOUR PRIMARY SOCIAL STYLES

Relationship-driven social styles

Amiable (risk averse)

Expressive (risk accepting)



Amiable people are warm, sociable and other-oriented. They value friendship, kindness and loyalty.



Expressive people are creative, talkative and impulsive. They respond to fun, novelty and innovation.

Results-driven Social Styles

Analytical (risk averse)

Driver (risk accepting)



Driver people are “Type A” achievers who want results fast. They “cut to the chase” and speak their mind. Keep the pace brisk and focus on solutions.



Analytical people are methodical and cautious. They need data, and plenty of time, to make decisions. Don't rush them.

Social styles strongly influence the jobs we choose

- Amiable style lends itself to nurturing, care-giving, hospitality
- Medical careers attract amiable *and* analytical people
- Analytical style lends itself to using systems, efficiency
- Expressive style attracts creative, social people
- Drivers are often managers, directors or business owners
- Your patrons are **all** social styles

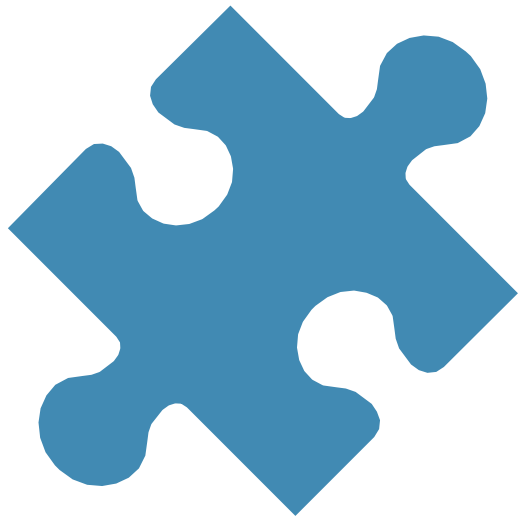


Style-flexing creates instant rapport

- When you understand a person's social style, you can flex your own
- Style-flexing enables you to become more compatible/sympatico
- “Mirroring and matching”: observe, and harmonize with
 - Body language
 - Vocal characteristics



Now it's your turn!



- You can discover your own dominant social style(s) with a quick quiz.
- Do the quiz quickly and intuitively—don't think too much before you answer.

Thank you for your attention
Questions ?!

- Contact Peggy: pwbccreative@gmail.com
- www.ColdspringsCreative.com

Upcoming Presenters



August

Helping patrons deal with job loss, building new skills, re-directing mindsets

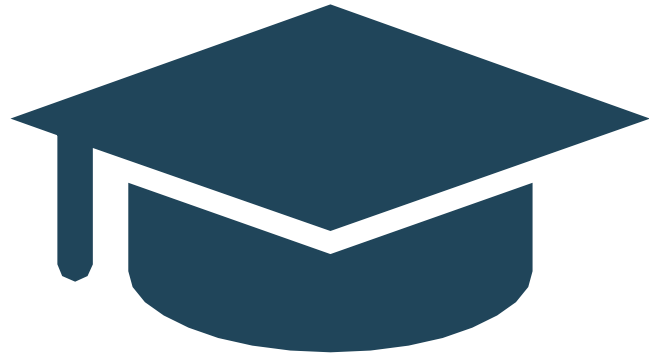
Grant Clowers, LCSW, Psychotherapist, Carson Tahoe Hospital Behavioral Health Services



September

Helping students deal with going back to school and new models of learning

Lisa Keating, PhD, Clinical Psychologist, Sierra Psychological Associates, LLC



Tuesdays @ 10 Intern

Walker MacKenzie, Carson High School, Class of 2021



Keep students reading all summer! The Nevada Department of Education, Nevada State Library, Archives and Public Records, and the public libraries along with Renaissance are partnering to support reading for all students. Please join us for an hour to learn about the myON digital literacy resources available at no cost to students.

[myON Reader](#)—Thousands of enhanced digital titles (fiction, nonfiction, graphic novels, and more) at a wide range of reading levels. Flexible reading scaffolds and student-centered literacy tools support close reading and writing skills.

[myON News](#)—Daily news articles presented at three levels, written for students and reviewed by a child psychologist for age-appropriateness. Articles include audio, multi-media resources, and recommended books from the digital library for extended learning opportunities.

Webinar

July 14, 2020

Time: 1:00 p.m.-2:00 p.m.

<https://renaissance.zoom.us/j/6156402492?pwd=YTRMbUhYRWwyMENaK1pZYUVZT0tOQT09>

Webinar Topics

- Searching for books by interest or grade level
- Searching for books to match Nevada Academic Content Standards
- Audio features
- Tools: sticky notes, highlighting, drawing
- Daily News features
- Special Projects

Contact

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Project Manager

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NV DOE Updates

Read Nevada with myON training

- July 14 @ 1 pm
- <https://renaissance.zoom.us/j/6156402492?pwd=YTRMbUhYRWwyMENaK1pZYUVZT0tOQT09>



LEGISLATIVE SESSION UPDATE

July 8, 2020



CHECK-IN

Comments, concerns, observations?

Nevada State Library Covid-19 toolkit



10 Minute Wellness webinars and
resources posted here



<https://nsla.nv.gov/COVID19>

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VIRTUAL COFFEE BREAK

An informal, after-meeting chat opportunity